

Program Description/Textbook or Print Instructional Material

Vendor: Thomson Learning/South-Western Web Address: www.swep.com
 Title: Business Principles and Management Anniversary Edition
 Author: Everard Copyright: 2004
 ISBN: 0-538-43590-9 Course/Content Area: Vocational and Career Education; Marketing Program; Business Management
 Intended Grade or Level: 9-12 Readability Level: 10.7 (Flesch Kincaid)
 List Price: 69.95 Lowest Wholesale Price: 51.75

All materials bid as of July 1, 2003 must be offered in an alternative format for students who require reading accommodations. A description of the levels of accommodation is included on p. 8-9 of this bid packet. The Kentucky Department of Education must receive a copy of the alternative format if the material is placed on the State Multiple List.

Level of Accommodations (Level One, Two or Three) Level Three

If Level Two or Three, please provide rationale for not meeting Level One Compliance It is not financially feasible for our products to meet Level One at this time.

FEATURES

DISCLAIMER: The features of each book or program were developed by the publisher and do not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

Content

- Chapter coverage is comprehensive and appropriate for the business management or marketing management course
- Instructor's Resource CD and Annotated Teacher's Edition make course prep and planning easier

Student Experiences

- Content is practical and applied, providing real-business examples

Assessment

Business Principles and Management has combined new technology information with the sound fundamental topics needed to manage and operate a successful business. Finance, marketing, communications, and human resources are just some of the topics explored. Updated content, computer applications, and Internet activities bring the world of business into your classroom.

Organization

Chapter 1: Characteristics of Business, Chapter 2: Social and Ethical Environment of Business, Chapter 3: Economic Environment of Business, Chapter 4: International Environment of Business, Chapter 5: Proprietorships and Partnerships, Chapter 6: Corporate Forms of Business Ownership, Chapter 7: Legal Aspects of Business, Chapter 8: Technology and Information Management, Chapter 9: Organizational Communications, Chapter 10: Management Functions and Decision Making, Chapter 11: The Manager as

Leader, Chapter 12: Planning and Organizing, Chapter 13: Implementing and Controlling, Chapter 14: Financial Records in a Business, Chapter 15: Financial Analysis of a Business, Chapter 16: Financing a Business, Chapter 17: Financial Services, Chapter 18: Credit and Collections, Chapter 19: Business Risks and Insurance, Chapter 20: Production and Operations Management, Chapter 21: Nature and Scope of Marketing, Chapter 22: Product Development and Distribution, Chapter 23: Purchasing, Pricing, and Promotion, Chapter 24: E-Commerce, Glossary

Resource Materials

Gratis Items To Be Provided And Under What Conditions

Student CD (0-538-69894-2) Free 1 per teacher
CNN Video and Video Guide (0-538-69891-8) Free 1 per teacher
ExamView CD (0-538-69985-X) Free 1 per teacher
Instructor's Resource Kit (0-538-43596-8) Free 1 per teacher
Annotated Teacher's Edition (0-538-43595-x) Free 1 per teacher

Available Ancillary Materials

Printed tests (0-538-69893-4)
Student Workbook (0-538-69892-6)

RESEARCH DATA AND EVIDENCE OF EFFECTIVENESS

DISCLAIMER: The research data and evidence of effectiveness was provided by the publisher and does not reflect the opinion of the State Review Team, State Textbook Commission, nor the Kentucky Department of Education.

NOTE: Please complete this section by indicating the research data and evidence of effectiveness or give a web site where the information is located. If there is no research data and evidence of effectiveness, please indicate ***“not available”*** in the space.



Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing



Title: BUSINESS PRINCIPLES & MANAGEMENT		Cost: \$51.75	
Publisher: Thomson/South-Western			
Item Evaluated: Textbook, Workbook, Video, Student CD, Exam View, Instructor CD			
Copyright Date: 2004		Evaluator: Jayne Harris	
Content Level: 11-12		Date of Evaluation July 29, 2003	
Level of Alternative Format	Level 1 – Full Compliance	Level 2 – Provisional Compliance	Level 3 – Marginal Compliance
This section completed by Exceptional Children Services			

Overall Strengths and/or Weaknesses

Disclaimer: Comments on the strengths and/or weaknesses of each book, material or program were written by members of the State Textbook/Instructional Materials Review Team and reflect their opinions . They do not reflect the opinions of the State Textbook Commission nor the Kentucky Department of Education. In addition, the State Textbook/ Instructional Materials Review Team completed each evaluation form during the week of July 28-Aug. 1, 2003. In order to maintain the integrity of the of the review team's comments, editing was limited to spelling and punctuation.

Recommendations:
<input checked="" type="checkbox"/> Recommended by reviewers to State Textbook Commission
<input type="checkbox"/> Not recommended by reviewers to State Textbook Commission

Publisher's Explanation of Reviewer's Comments: By action of the State Textbook Commission, publishers are provided limited space, 150 words, to respond to what they may consider factual errors made by the reviewers in the evaluation.



Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing



Title: BUSINESS PRINCIPLES & MANAGEMENT		Publisher: Thomson/South-Western
Technology Management Summary Data:	20 possible points	_____20_____ points earned
Technology Management Comments: Student CD has tutorials and templates		
Technology Presentation/Interface Summary Data:	40 possible points	____40_____ points earned
Technology Presentation/Interface Comments:: Instructor's CD has a Spanish glossary		
Content Summary Data:	44 possible points	__43_____ points earned
Content Comments: Very limited in Market Research content. No direct DECA/FBLA connection		
Instruction & Management Summary Data	52 possible points	_____52_____ points earned
Instruction & Management Comments: Student CD is helpful in assessing student progress and aiding students at different levels		
Organization & Structure Summary Data	36 possible points	____36_____ points earned
Organization & Structure Comments: Well organized and large variety of activities		
Resource Material Summary Data	40 possible points	____27_____ points earned
Resource Material Comments: Excellent resource variety of materials available for student and teacher but they are not on line		



Group V - Career /Technical & Vocational/Practical Living

Electronic Instructional Media Review Form

Stand Alone/Independent or Integrated Software for Business



Equipment (circle or change fill color)	Grade Level (circle or change fill color)	Audience (circle or change fill color)	Format (circle or change fill color)	Cost: Included in cost of text	
Windows	Primary	Individual	Stand Alone/Independent	_____x_____single copy	_____site license
Macintosh	Intermediate	Small Group	Integrated	_____network version	_____school version
CD-ROM	Middle	Large Group	Supplemental	_____lab pack of _____copies	_____online
DVD	High		In lieu of basal text		
Sound					
Other					

If other, explain _____

Type of Software: Check all that apply	_____Simulation	____x____Management	_____Interdisciplinary	_____Problem Solving	____x____Tutorial
_____Exploratory	_____Creativity	_____Drill and Practice	_____Critical Thinking	____x____Utility	____x____Other:

Rating Scale:	3—Some of the time	1—None of the time
4—All or the time	2—Minimally	0— Not applicable

Management	Rating
Allows customizing for individual learning needs.	4
Allows students to exit and resume at a later time.	4
Keeps a students performance record, where needed.	4
Allows control of various aspects of the software (e.g., turning sound off).	4
Allows for printed reports.	4
Comments: Student CD has tutorials and templates	Total 20

Presentation/Interface	Rating
Presents material in an organized manner.	4
Has consistent, easy-to-use, on-screen instructions.	4
Has developmentally correct presentation format.	4
Adapts to different learning environments (learning styles/multiple intelligences, etc.)	4
Accessible for special needs students.	4
Runs smoothly, without long delays.	4
Presents easy-to-view text and graphics.	4
Presents easy-to-hear and understand sounds.	4
Avoids unnecessary screens, sounds, and graphics.	4
Provides immediate, appropriate feedback.	4
Comments: Instructor's CD has a Spanish glossary	Total 40

Content—Marketing	Rating
Career Experiences	4
Employability Skills	4
Teamwork	4
Global Perspective	4
Mathematical Skills	4
Communication	4
Diversity	4
Ethical Practices	4
Academic Integration	4
Real World Application	4
Content Area Concepts Addressed	3
Comments: Very limited in Market Research content. No direct DECA/FBLA connection	Total 43

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Instruction and Assessment	Rating
Identifies a Sense of Purpose	4
Builds on Student Ideals	4
Engages Students	4
Develops Marketing Ideas	4
Promotes Student Thinking	4
Assesses Student Progress	4
Enhances The Learning Environment	4
Reading level is appropriate for interest and ability level of intended student group; level remains consistent throughout.	4
Commonwealth Accountability Testing System (CATS) “like” Assessment is provided	4
Variety of Assessments (diagnostic, formative, summative, open response, multiple choice, individual, small group, oral, demonstrations, presentations, self and peer performance, portfolio prompts) is included.	4
Includes activities and opportunities for integration of technology.	4
Reflects researched-based practices (e.g. hands-on activities, technology, problem-solving situations)	4
Differentiation techniques and activities suggested.	4
Comments: Student CD is helpful in assessing student progress and aiding students at different levels	Total 52

Rating Scale:	3 – Some potential for learning	1 - Not present
4 – High potential for learning	2 – Little potential for learning	0 – Not applicable

Organization and Structure	Rating
Organization is logical and allows for spiraling of content.	4
Vocabulary and key terms are clearly defined and easily accessible within each lesson.	4
Visual illustrations (e.g. graphs, charts, models) and examples are clearly presented and content-related.	4
Illustrations and language reflect diversity (e.g. racial, ethnic, cultural, age, gender, disabilities).	4
Legible type, length of lines, spacing, and page layout and width of margins contribute to overall appearance and use.	4
Student materials seem durable and conducive to daily use.	4
Includes sufficient glossary, index and appendices.	4
Employs accurate grammar and spelling	4
Organization of material can be effectively used with Standards Based Units, Core Content and Program of Studies.	4
Comments:	Total 36

Resource Materials	Rating
Teacher materials coordinate easily with student materials (e.g. additional resources included at point of need, student pages shown, integration of technology indicated)	4
Activities are included that adapt to the various learning styles, intelligences, and interest/ability levels.	4
Extension activities including adaptations and accommodations for students with special needs.	4
Resources provide objectives, background information, common student errors, hints, advice for lesson implementation and real-world connections, connections with career and/technology and references (e.g. solution manuals, study guides)	4
Suggestions are made for integration of themes and /or interdisciplinary instruction.	4
Integration opportunities suggested and examples given.	3
Teacher resources are available online.	4
Online resources available – Repeat of information in text.	0
Online resources available – Practice skills only.	0
Online resources available – New application materials.	0
Comments: Excellent resource variety of materials available for student and teacher.	Total 27

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable